

Aug 21 4 14 PM 1964

REGISTRATION SECTION

REGISTRATION No. 1648

A CONTRACT  
FOR PUBLIC RELATIONS SERVICES  
BETWEEN  
SONTHEIMER AND COMPANY, INC.,  
hereinafter called the AGENCY  
AND  
THE JAMAICA TOURIST BOARD  
hereinafter called the BOARD

1. The following is a contract between the above named parties for the operation of a publicity and public relations service to run for one year from April 1, 1964 and thereafter from year to year subject to termination at any time after March 31, 1965 by either side giving the other side three months' notice in writing.

2. (1) The Agency's activities on behalf of the Board shall be directed to the United States, Canada and Jamaica. However, the Agency agrees to give its professional assistance and counsel to similar projects elsewhere initiated by persons or agencies approved by the Board as furthering their objects.

In addition to its public relations services, the Agency will provide all reasonable assistance to other activities of the Board when requested by the latter.

(2) The Agency's duties shall include liaison with travel editors, travel writers, disseminating news and information about Jamaica to press, radio and T.V. and to arrange for the publication of tourist articles in the newspapers, magazines, etc. When teams are going to the U.S.A. and Canada on promotional trips the Agency shall arrange all press conferences, appearances on T.V. and Radio, receptions and other functions

EXHIBIT B

required by the Board. Arrange for press clippings to be supplied. To act in collaboration with the General Manager of the Board's North American offices in New York on all publicity matters affecting Jamaica.

3. The Agency agrees to devote to the Board's activities the full time of a Director, an Assistant Director, a Writer and a Secretary in the United States, plus part-time supervision by the Director of the Agency's New York office plus part-time executive direction of the President of the Agency.

4. The Agency agrees to operate within Jamaica with a staff of at least a Bureau Chief, a trained and competent writer and a competent photographer who will at all times be satisfactory to the Board. If any of the said persons prove other than satisfactory to the Board, the Agency agrees to replace said person or persons.

5. The Board agrees to place at the disposal of the Agency a supplementary staff in the Board's office in Jamaica consisting of at least a secretary stenographer, a personal assistant, one competent and knowledgeable writer for domestic publicity work, one competent photographer, two photographer's assistant-laboratory technicians, one stenographer and a librarian.

6. The Bureau Chief in Jamaica shall be the executive in charge of, and responsible for the supplementary staff and they shall be subject to his orders. The hiring and/or discharge of members of the supplementary staff shall be subject to the approval of the Board.

7. (1) The Board also agrees to provide and maintain in Jamaica -

- (a) A suitable automobile on a full-time basis for use in connection with the Agency's duties under this Agreement and for transportation of the Board's guests.
- (b) Suitable offices and a photographic laboratory adequately equipped and furnished.
- (c) Necessary subscriptions, stationery and similar items of office use.
- (d) Telephone, telegraph and postage costs within Jamaica and to the United States from Jamaica, and normal air cargo costs (mostly photo shipments) from Jamaica to the United States.

(2) Should the Board decide to get new personnel from the U.S.A. or Canada for the supplementary staff to be resident in Jamaica, then the Board will pay the travel expenses of such staff and their wives to Jamaica. The Board will also pay the cost of shipping their personal goods and effects excluding automobiles and professional equipment (photographic) to Jamaica. Provided such staff have served the Board in Jamaica for a period of not less than 12 months, the Board will then pay their return fares including the cost of their personal goods and effects to their homes in the U.S.A. or Canada.

8. (1) The Agency shall be responsible for the payment of all salaries for the staff in their New York office as well as the salary of their Bureau Chief in Jamaica and the salaries of the competent writer and competent photographer in Jamaica. The Agency will also be responsible for all their own office

expenses and overheads to cover rent, utilities and services. As reimbursement the Board will pay to the Agency \$108,220.00 in respect of the period April 1, 1964 to March 31, 1965 as shown on Document attached marked "A". This amount, however, is subject to adjustment should there be any change in the salaries provided such change has been approved by the Board. Payments shall be made in equal monthly instalments at the end of each month, the first payment to be made on April 30, 1964. The sums mentioned in Document "A" for Salaries, New York office Expenses and Overheads after the 31st March, 1965 will be subject to amendment by mutual agreement in writing by the parties hereto.

(2) From time to time the Agency will be called upon to make disbursements in the U.S.A. on behalf of the Board and for this purpose a budget will be set up for period April 1, 1964 to March 31, 1965 of \$26,500.00, the details of which are set out on Document "B" attached. The Agency agrees to render bills supported by vouchers to the Board for such expenditure as soon as possible after the end of each month.

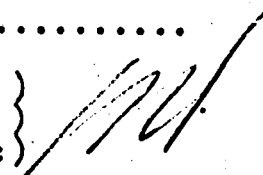
9. Any dispute arising between the parties hereto shall be referred to arbitration in accordance with the provisions of the Arbitration Law, Cap. 19 of the Revised Laws of Jamaica, or any statutory amendment or modification thereof.

DATED this                      day of                      1964.

SIGNED on behalf of the  
JAMAICA TOURIST BOARD by  
JOHN KENNETH MCKENZIE  
PRINGLE, Director of Tourism  
and DONALD PERCIVAL LACY,  
Secretary in the presence of:)



.....  
SIGNED by MORTON SONTHEIMER,  
President - SONTHEIMER AND  
COMPANY, INC., in the presence of:)



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DOCUMENT "A"

SALARIES

(Part) President  
N. Y. Director  
N. Y. Assistance

(Full) N. Y. Director  
N. Y. Assistant  
Junior Writer  
N. Y. Secretary  
Jamaica Bureau Chief  
Writer in Jamaica  
Photographer in Jamaica

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\$ 80,220.00

N. Y. OFFICE EXPENSES

to include office supplies  
and other pro-rated costs.

\$ 3,000.00

OVERHEADS

Rent, utilities and services  
depreciation of furnishings  
and equipment, legal services,  
interest on loans, taxes,  
contingencies with remaining  
balance to be company fee.

\$ 25,000.00

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\$108,220.00

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DOCUMENT "B"

TRAVEL

To cover travelling expenses of  
all U.S. staff on behalf of the  
Board as also of travel anywhere  
by the President of the Agency

\$12,000.00

PHOTOGRAPHY

Laboratory charges for mass  
production of prints

\$ 1,000.00

COMMUNICATIONS

Cables, telegrams, telephones,  
postage and mailings, freight  
and air cargo, messenger service  
etc., etc.

\$ 8,500.00

MISCELLANEOUS

Press clippings, subscriptions,  
reference books, entertaining,  
local transportation, payroll  
taxes, workmen's compensation,  
accountants' fees, etc.

\$ 5,000.00

\$26,500.00